

standard mobile telephone from said integrated location determination equipment.

75. (New) A method as set forth in Claim 67, wherein said network platform comprises a mobile telephone network platform associated with a mobile telephone network switch and said step of receiving comprises receiving a network message transmitted to said network platform from said switch.

#### REMARKS

In the parent application, the Examiner cited DeLorme et al. (U.S. Patent Number 5,958,040) and Bhatia (U.S. Patent Number 5,930,699) against the claims as presented therein. Applicant respectfully submits that the claims as presented in this application are patentable as presented over DeLorme and Bhatia.

Independent Claim 40, as presented, is directed to methodology where first and second service information is presented to a subscriber based on stored prioritization information. The claimed subject matter involves using prioritization information to identify multiple service providers for the subscriber of the mobile unit, and then to output information associated with these service providers according to the stored prioritization information. This kind of information is made available in accordance with the claimed invention in a network employing network-assisted location finding technology. Accordingly, such information can be provided even to subscribers having only conventional wireless units such as hand-held phones without independent GPS transceivers or other satellite telemetry equipment, as well as GPS enabled phones.

DeLorme discloses a travel information system that makes use of independent satellite-based location information that determines the location of the mobile unit using GPS technology and then provides that location data to a dedicated TRIPS network node. DeLorme doesn't suggest or teach methodology for reporting service information regarding multiple service providers to a wireless unit where the location of the location of the wireless unit is determined using at least one ground based fixed network structure, i.e. network-assisted location finding technology.

Bhatia discloses a network-based system for address retrieval, wherein a mobile unit is located based upon the cell location (CGI) or location area (LA) of the mobile unit. The Bhatia system selects service providers based upon the CGI or LA of the mobile unit and the CGI and LA of

the service providers. Thus, Bhatia merely performs a comparison of the respective CGI or LA and if there is a match, provides the service provider to the mobile unit. Bhatia does not disclose or teach methodology for prioritizing the service providers based upon a prioritization criterion.

Independent Claim 56, as presented, is directed to methodology where the distance separating each of the multiple service providers from the mobile unit is determined. Thus the claimed subject matter involves expressing the location of the mobile unit and of the service providers in a form suitable for distance determinations, determining the distance between the mobile unit and each of the service locations, prioritizing the service information, and then presenting service information according to the distance determination and the prioritizing criterion.

DeLorme discloses a travel information system that uses GPS satellite telemetry to locate the position of the mobile unit, and then transmit this GPS longitude/latitude data to the dedicated TRIPS network node. Bhatia discloses a network-based system for address retrieval, wherein service providers are provided to the mobile unit based upon whether the service provider is located in the same CGI or LA. Thus, Bhatia is unable to make distance comparisons, as the CGI and LA location identifiers as described by Bhatia are not suitable for distance determinations, but are merely used for matching purposes.

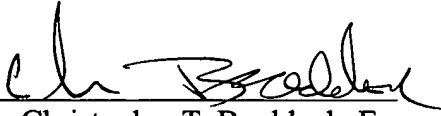
Independent Claim 62 is directed to methodology where at least two location inputs are received from at least two different location determination systems regarding the same mobile unit. The claimed subject matter further involves determining the location of the mobile unit by accessing a database including the two location inputs and providing service information at the mobile unit based thereon. DeLorme discloses using GPS satellite telemetry to locate the mobile unit, and does not disclose using ground based fixed network structures, such as antennae's or other location information to determine the location of the mobile unit. Bhatia discloses identifying the CGI or LA of the mobile unit and does not disclose the use of multiple location finding systems as claimed.

Independent Claim 67 is directed to methodology where location information, determined using network-assisted technology, is received from a network platform that is separate from a mobile unit and then converted into a second format to locate the service providers. DeLorme discloses using GPS satellite telemetry to locate the mobile unit, and then having the mobile unit provide the location information to the dedicated TRIPS network node. Bhatia, discloses identifying the CGI or LA of the mobile unit. Neither DeLorme nor Bhatia discloses converting the location information into a second format and then using this second format to locate service providers.

To summarize, the Bhatia patent provides location-based services in a network based only on the CGI or LA of the mobile unit. The DeLorme patent provides services based on coordinate information, travel direction, and speed information that is obtained from an independent GPS system. In addition, the DeLorme system involves a dedicated TRIPS network node for transaction processing. DeLorme does not disclose structure associated with network-assisted location finding technology. Accordingly, neither Bhatia nor DeLorme discloses or suggests a method providing, in a system using a network assisted location finding technology, prioritized service provider information, distance based service provider information, location based services based on accessing a database including inputs from multiple location finding systems.

Respectfully submitted,

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